

Valentine's

FUN FACTS

TOP PLANNED SPENDING & GIVING

ITEM	SPENDING	GIVING
JEWELRY	\$6.5 BILLION	22%
EVENING OUT	\$5.4 BILLION	35%
FLOWERS	\$2.9 BILLION	40%
CANDY	\$2.5 BILLION	56%
GREETING CARDS	\$1.4 BILLION	40%

U.S. VALENTINE'S DAY SPENDING



56%

Consumers in the U.S. plan to celebrate Valentine's Day.



VALENTINE

Four states, including Arizona, Nebraska, Texas and Virginia, have cities named Valentine.



62%

Valentine's Day cards are exchanged.



56%

Of people planned on purchasing candy.



\$188.81

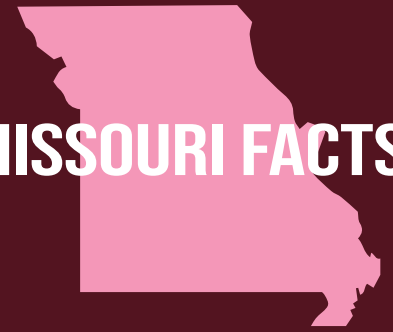
Average per person spending, up from \$185.81 in 2024.



\$27.5 BILLION

Record-high spending predicted in the U.S. for 2025.

MISSOURI FACTS



46

The estimated number of Sugar and Confectionery Manufacturers in Missouri in the 1st quarter of 2024.



#1

Teachers receive the most Valentine's Day cards each year, followed by children, mothers, and wives.



\$1.91 MILLION

in fresh cut flowers imported in 2024. Canada and Ecuador were top countries from where Missouri imported flowers.



\$11 MILLION

Worth of chocolate exported to other countries from Missouri.



Hallmark Cards is the No. 1 greeting card manufacturer in the United States and is headquartered in Kansas City, Missouri.